

DECLARATION FOR PATENT APPLICATION (JOINT OR SOLE)

(Under 37 CFR § 1.63; with Power of Attorney)

FROMMER LAWRENCE & HAUG LLP

FLN File No.:

450100-03360

As a below named inventor, I hereby declare that:

My residence, post office address and citizenship are as stated below next to my name,
I believe I am the original, first and sole inventor (if only one name is listed below) or an original, first
and joint inventor (if plural names are listed below) of the subject matter which is claimed and for which a patent is
sought on the invention ENTITLED:CONTENT-EXHIBITION CONTROL APPARATUS AND METHOD

the specification of which

 is attached hereto. was filed on _____ as Application Serial No. _____
with amendment(s) through _____ (if applicable, give date).I hereby state that I have reviewed and understood the contents of the above-identified specification, including
the claims, as amended by any amendment referred to above.I acknowledge the duty to disclose to the United States Patent and Trademark Office all information known to me
to be material to patentability as defined in Title 37, Code of Federal Regulations, Sec. 1.56.I hereby claim foreign priority benefits under Title 35, United States Code, § 119 of any foreign application(s)
for patent or inventor's certificate listed below and have also identified below any foreign application for patent or
inventor's certificate having a filing date before that of the application on which priority is claimed:Prior Foreign Application(s) (list additional applications on separate page): Priority Claimed:
Number: Country: Filed (Day/Month/Year): Yes No

P2000-229219 Japan 28/07/2000

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I hereby claim the benefit under Title 35, United States Code, § 120 of any United States application(s) listed
below and, insofar as the subject matter of each of the claims of this application is not disclosed in the prior United
States application in the manner provided by the first paragraph of Title 35, United States Code § 112, I acknowledge the
duty to disclose to the United States Patent and Trademark Office all information known to me to be material to
patentability as defined in Title 37, Code of Federal Regulations, Sec. 1.56, which became available between the filing
date of the prior application and the national or PCT international filing date of this application:

Prior U.S. Application(s) (list additional applications on separate page):

Appn. Ser. Number: Filed (Day/Month/Year): Status (patented, pending, abandoned):I hereby appoint WILLIAM S. FROMMER, Registration No. 25,506, or his duly
appointed associate, my attorneys, with full power of substitution and revocation, to prosecute this application, to make
alterations and amendments therein, to file continuation and divisional applications thereof, to receive the Patent, and
to transact all business in the Patent and Trademark Office and in the Courts in connection therewith, and specify that
all communications about the application are to be directed to the following correspondence address:WILLIAM S. FROMMER, Esq.
c/o FROMMER LAWRENCE & HAUG LLP
745 Fifth Avenue
New York, New York 10151Direct all telephone calls to:
(212) 588-0800
to the attention of:
WILLIAM S. FROMMERI hereby declare that all statements made herein of my own knowledge are true and that all statements made on
information and belief are believed to be true; and further that these statements were made with the knowledge that
willful false statements and the like so made are punishable by fine or imprisonment, or both, under Section 1001 of
Title 18 of the United States Code and that such willful false statements may jeopardize the validity of the application
or any patent issued thereon.INVENTOR(S): Hidetoshi IchiokaJune 29, 2001

Signature: _____ Date: _____

Full name of sole or first inventor:

HIDETOSHI ICHIOKA

Residence:

TOKYO, JAPAN

Citizenship:

JAPANESE

Signature: _____ Date: _____

Full name of 2nd joint inventor (if any):

HIDETOSHI ICHIOKA

Residence:

TOKYO, JAPAN

Citizenship:

JAPANESE

Signature: _____ Date: _____

Full name of 3rd joint inventor (if any):

HIDETOSHI ICHIOKA

Residence:

TOKYO, JAPAN

Citizenship:

JAPANESE

(Similarly list additional inventors on separate page)

Post Office Address(es) of inventor(s):

Sony Corporation

[if all inventors have the same post office address]

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Note: In order to qualify for reduced fees available to Small Entities, each inventor and any other individual or entity
having rights to the invention must also sign an appropriate separate "Verified Statement (Declaration) Claiming for
Supporting a Claim by Another for Small Entity Status" form [e.g. for Independent Inventor, Small Business Concern,
Nonprofit Organization, individual Non-Inventor].

Note: A post office address must be provided for each inventor.